

## **Step 1: Define Your Audience/Tone**

### **1. Who will visit your site? Potential employers? New clients or customers?**

My site will be used to showcase my writing, photography, and other creative work. This site will be visited by potential employers and (in the future) possible clients as well. It will showcase my aesthetic and creative vision.

### **2. What can make you and/or your product stand out against your competitors?**

My site will need to look like it is more than a blog or portfolio; it should create a visual journey and showcase a unique way of thinking and problem solving. It needs to be simple but impactful.

### **3. How would you speak to your clientele if you were communicating in person? How could you translate that style and tone digitally?**

I would speak in an honest and excited way. I can showcase this visually by showing the care and thoughtfulness I put into my work. I can also showcase this by choosing simple fonts with just a bit of a twist, allowing pictures and words to interact in a unique way, and drawing the user's attention to my work through a seamless user experience and journey.

### **4. What colors represent you or your product?**

Greens of all hues will be the primary colors, along with complementary pinks/browns and black.

### **5. What images illustrate your message?**

My own photography along with soft textured photos, lots of clouds, airy fabrics, smoke, etc.

## **Step 2: Identify Content: Create a sitemap in outline format of your website in the same .doc file. Use the following questions as a guide:**

### **1. What are the three-to-five pages titled?**

-Words and Pictures -About -Portfolio -Contact

### **2/3. What will be the purpose for each? What should each page contain? Will there be textual content? Or just images?**

- Words and Pictures: A homepage, the main hub of the site. This will showcase various stories complete with text and photography that I will create. (Text and images)

- About: An about page giving a little detail about my self professionally and personally. (Text and images)

- Portfolio: A page that will showcase my other work, writing samples, design sample, etc. (Text and images)

- Contact: A simple contact page with my contact information and an email message box. (Just text)